

# AGENDA

Skagit Video Subgroup Meeting

Monday, August 12<sup>th</sup> 2020

1:00 pm – 3:00 pm

1:00 – 1:15

## Logging in

Tech Check

Agenda Overview

1:15 – 1:45

## Video Pre-Production Phase Plans

The importance of our subject experts, YOU!

Look at B-roll footage examples

Present a rough timeline, where we are now

1:45 – 3:00

## Honing in on our Target Audience and Behaviors

Look deeper into our target audiences:

- Behavior chain exercise

Look deeper into our desired behaviors:

- Behavior ranking, what should we focus on?

Review data gaps and assumptions

Explore co-branding and examples

Next Steps in Video Process

- Audience survey

Define goals for next meeting